

## Suncare and Pollution Protection Products - China - October 2018

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“Higher usage frequency is driving the sunscreen market to grow after the category is widely penetrated, thanks to its association with anti-aging that has encouraged a third of respondents to use it all year round to fight against aging skin.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- **Role of sunscreen in daily skincare routine**
- **Future market competition will be around safety**
- **Potentials of anti-pollution claim**

The sunscreen market has continued growing in recent years and generated 12% annual growth rate in value in 2017. Consumers’ frequent usage is driving the market as it has reached almost saturated penetration. Although consumers are familiar with this product type, they are still lacking information to know which product is safer than others. The key criterion of selecting a sunscreen for themselves is still the indicators of sun protection (eg SPF – Sun Protection Factor, PA – The Protection Grade of UVA). Brands can find more diversified angles to stand out from the competition.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

- What you need to know
- Covered in this Report
- Excluded
- Subgroup definitions (by Monthly Personal Income)

### Executive Summary

#### The market

Figure 1: Best- and worst-case forecast of total value sales of suncare market, China, 2013-23

#### Companies and brands

Figure 2: Market share of leading sunscreen companies, China, 2016 and 2017

#### The consumer

##### Make-up with SPF and sunscreen lotion are neck and neck in usage

Figure 3: Product usage in the last year, June 2018

##### Straightforward criterion of selecting sunscreens

Figure 4: Purchase factors of the most recent sunscreen, June 2018

##### Young girls highly value advice from beauty bloggers

Figure 5: Influencer of buying sunscreen products, June 2018

##### Opportunities for physical sunscreens thanks to its safety image

Figure 6: Perception of sun protection methods, June 2018

##### Sunscreens are the best product platform to introduce anti-pollution claims

Figure 7: Willingness of paying extra for anti-pollution products, June 2018

##### Credibility of anti-pollution products needs to be further convinced for the category to grow

Figure 8: Attitudes towards sunscreen and anti-pollution products, June 2018

#### What we think

### Issues and Insights

#### Role of sunscreen in daily skincare routine

##### The facts

##### The implications

Figure 9: iPhone screenshots of Lancaster Sun Timer app

Figure 10: La Roche-Posay's My UV Patch, 2016

Figure 11: La Roche-Posay's UV Sense, 2018

Figure 12: L'Oréal sunscreen suitable for after make-up, China

#### Future market competition will be around safety

##### The facts

##### The implications

Figure 13: Valeu Shock + Farm sunscreen, Brazil, 2017

#### Potentials of anti-pollution claim

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## The facts

### The implications

Figure 14: Pour Moi skincare line, US, 2017

Figure 15: Pour Moi skincare line, US, 2017

## The Market – What You Need to Know

High growth rate estimated in 2018

Extreme weather and air pollution drive strong demands

## Market Size and Forecast

A healthy growth despite seasonality

Figure 16: Annual growth rate, by selected BPC categories, 2017

Figure 17: Spend per capita, by selected countries, 2017

Figure 18: Best- and worst-case forecast of total value sales of suncare market, China, 2013-23

## Market Factors

2016 regulation allows labelling SPF 50 as a maximum

Figure 19: Examples of sunscreens with actual SPF, China, 2018

Strong concern of aging promotes the usage of sunscreen

Figure 20: A 69 year-old man with unilateral dermatoheliosis

China experienced an unbearable summer

Figure 21: National highest temperature during 12-13 August, China, 2018

Benefiting from robust holiday market

Reminder from smart devices stimulates reapplication

## Key Players – What You Need to Know

More companies are trying to share the rising market

Encourage frequent usage by cultivation

Increasing innovations infused with anti-aging claim

## Market Share

Fragmented market led by international companies

Figure 22: Market share of leading sunscreen companies, China, 2016 and 2017

Rise of cosmeceutical brands in sunscreen market

Figure 23: ISDIN and WINONA sunscreen, China

Niche brands thrive on social media

Figure 24: Naris sunscreen spray, China, 2018

Figure 25: VT sunscreen spray, China, 2018

## Competitive Strategies

Emphasise that light damage exists everywhere

Figure 26: Encourage in-house usage, China

Figure 27: Encourage usage in cloudy days, China

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## Wider range for more occasions

Figure 28: Maxam sunscreen series by scene, China

## Claim of blue light

Figure 29: Communication of blue light influence, China

## Dual function of sunscreen: anti-light and anti-pollution

Figure 30: Communication of L'Oréal sunscreen, China, 2018

## Who's Innovating?

### Clear sunscreen trends seen in China market

Figure 31: Top selected claims in new launches of sunscreen, China, 2016 and 2017

### Seeking anti-aging claim

Figure 32: Sunscreen with anti-aging claim, China, 2018

### For sensitive skin

Figure 33: Sunscreen for sensitive skin, Germany and Japan, 2018

### The rise of sunscreen spray

Figure 34: Sunscreen spray, Hong Kong, 2018

### Innovative formats of sunscreens

Figure 35: Sunscreen with innovative formats, US and South Korea, 2018

### Suncare for tattooed skin

Figure 36: Suncare products for tattooed skin, Italy and UK, 2017 and 2018

### Special skin areas, special treatment

Figure 37: Sunscreen for special skin condition, UK, 2018

### Fun for sports

Figure 38: Bare Republic SPF 50 NEON sunscreen sticks, US, 2018

Figure 39: OUTRUN color sunstick, South Korea, 2017

### All-around protection

Figure 40: All-around protection products, US, 2018

### Specialising in urban life

Figure 41: Biotherm Skin Oxygen series, China, 2017

Figure 42: NIVEA Urban Skin Defence and Detox, 2018

Figure 43: Clinique Dramatically Different Hydrating Jelly, China, 2018

## The Consumer – What You Need to Know

Spray format is better accepted than stick

Young females check indicators of sun protection first

Travel KOLs are niche but matter in buying sunscreens

Brand is not a key consideration factor

Which product matches most with anti-pollution claim?

Promoting anti-pollution claims needs more effort

## Product Usage

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## Overview usage of sunscreen and anti-pollution products

Figure 44: Product usage in the last year, June 2018

Figure 45: Sunscreen sticks with dual functions, South Korea, 2018

## The perception of make-up with SPF

Figure 46: Product usage in the last year – select items, “I wore it all year round” and “I only wore it when going out/work”, by age, June 2018

Figure 47: Kiehl’s new launches of sunscreen with colour cosmetics functions, South Korea, 2018

## 40-49s rely on lotion/cream to provide long-lasting UV protection over gel

Figure 48: Product usage in the last year – select items, “I only wore it when I was exposed to sunlight for a long time”, by age, June 2018

## Purchase Factors of Sunscreens

### SPF/PA indicators matter most...

Figure 49: Purchase factors of the most recent sunscreen, June 2018

### ...particularly for young women

Figure 50: Purchase factors of the most recent sunscreen, by age, June 2018

Figure 51: Sunscreens with cooling sensation, South Korea and China, 2018

### Early 20s look for SPF index more than PA index

Figure 52: Importance of SPF and PA indices, by age, June 2018

## Influencer of Buying Sunscreens

### Doctor/dermatologist also plays a role in impacting sunscreen choices

Figure 53: Influencer of buying sunscreen products, June 2018

### The influence of beauty bloggers and travel celebrities

Figure 54: Influencer of buying sunscreen products (June 2018) vs facial skincare (April 2017)

### Women aged 20-24 pay more attention to beauty bloggers and daigous

Figure 55: Influencer of buying sunscreen products, by age, June 2018

## Usage Habits

### Young women are more in favour of professional sunscreen brands

Figure 56: Brand preference of sunscreen products, by age and monthly personal income, June 2018

### High earners are more likely to change products

Figure 57: Habit of changing sunscreen products, by age and monthly personal income, June 2018

Figure 58: Habit of using sunscreen products, by age and monthly personal income, June 2018

### Speeding purchase cycle for 30-39s

Figure 59: Habit of reapplying sunscreen products, by age and monthly personal income, June 2018

Figure 60: Sunscreen UV camera

Figure 61: Habit of using up sunscreen products, by age and monthly personal income, June 2018

### Physical sunscreens are strongly preferred to chemical sunscreens

Figure 62: Perception of sun protection methods, June 2018

Figure 63: 100% physical sunscreen claim of DHC sunscreen, China

### High earners and 30-39s are potential targets of anti-pollution products

Figure 64: Importance of anti-pollution claim when selecting personal care products, by age and monthly personal income, June 2018

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Figure 65: Impact of pollution on skin and on the environment, by age and monthly personal income, June 2018

## Paying Extra for Anti-Pollution Products

Anti-pollution claim most associated with sunscreens

Figure 66: Willingness of paying extra for anti-pollution products, June 2018

Figure 67: Vichy UV Protect sunscreen, China, 2018

Higher acceptance of niche categories from high earners

Figure 68: Willingness of paying extra for anti-pollution products, by monthly personal income, June 2018

## Attitudes towards Sunscreen and Anti-Pollution Products

Sophisticated in treating sunscreens?

Figure 69: Attitudes towards sunscreen, June 2018

Acknowledge the importance of anti-pollution but lack information

Figure 70: Attitudes towards anti-pollution products, June 2018

## Meet the Mintropolitans

Sensation and brand differentiate Mintropolitans' choice most

Figure 71: Purchase factors of the most recent sunscreen, by consumer classification, June 2018

Doctors' advice has similar persuasion to Mintropolitans as people around them

Figure 72: Influencer of buying sunscreen products, by consumer classification, June 2018

Mintropolitans accept the anti-pollution concept but remain sceptical

Figure 73: Attitudes towards anti-pollution products, by consumer classification, June 2018

## Appendix – Market Size and Forecast

Figure 74: Total value sales of suncare market, China, 2013-23

## Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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